RSM#6(2018-9&13)Selling Ethics, Shrinkage, & Security Procedures

Content Area: **Business/Tech.**
Course(s): **Retail Store Management**
Time Period: **April**
Length: **25**
Status: **Published**

Unit Overview:

Business risks are situations that can lead to financial gain loss or failure. Managing those risks involvesusing the best available marketing information, analyzing opportunities and making wise decisions.

LAB Activity/Structured Learning Experience: Each day, students will participate in the operations of the school store structured learning experience for a full lab period. The classroom learning will be incorporated into the daily school store activities.

The DECA Connection - (DECA opportunities and business/community connections) Students develope the skills to plan, organize, strategize, execute, reflect, and evaluate outcomes of various campaigns, activities, and projects that follow the National DECA guidelines

Enduring Understandings

The learner will explore ethics in selling and business and addess how they affect customer's buying decisions.

Essential Questions

- How can a business determine if an employee is dishonest?
- How can a business prevent business risks?
- How can I make a community and business connection through DECA?
- What causes human risks in business?

Standards/Indicators/Student Learning Objectives (SLOs)

- Lesson 1 objectives: Determine the human risks in business
- Lesson 2 objective: determine how to satisfy customers and protect the companies bottom line
- Lesson 3 objective: examine ways to prevent and control employee theft
- Lesson 4 objective: analyze ways to keep the workplace honest and safe
- lesson 4: observe screening and training procedures for employees
- Lesson 5 objectives: Addressing workplace security and safety management

12.9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
12.9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
12.9.3.MK.5	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
12.9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
12.9.3.MK-COM	Marketing Communications
12.9.3.MK-MER.7	Communicate information about retail products, services, images and/or ideas.
12.9.3.MK-MER.8	Create and manage merchandising activities that provide for client needs and wants.
12.9.3.MK-MGT	Marketing Management
12.9.3.MK-SAL	Professional Sales Career Pathway

Lesson Titles

- Lesson 1. Ethics in Selling
- Lesson 2. Addressing Customer Needs
- Lesson 3. Facilitating Customer Buying Decisions
- Lesson 4. Retail Security Procedurs
- Lesson 5. Risk Management for Business

Career Readiness, Life Literacies, & Key Skills

TECH.9.4.12.CI.1	Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
TECH.9.4.12.CI.2	Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).
TECH.9.4.12.CI.3	Investigate new challenges and opportunities for personal growth, advancement, and transition (e.g., 2.1.12.PGD.1).

Inter-Disciplinary Connections

LA.RI.11-12	Reading Informational Text
LA.W.11-12.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.

Numbers and Number Systems

Quantities.

Instructional Strategies, Learning Activities, and Levels of Blooms/DOK

- Article Read & Response
- Individual project
- Internet Research
- Large group discussion
- Online Activity
- Partner Project/Activity
- Reading activity/text/workbook
- Small group activity
- Store Operations
- Teacher Lecture/Notes
- Teacher provided activity

Modifications

Diverse Learners: Teacher will solicit responses from a diverse sampling of the classroom population to acknowledge the influence of race, ethnicity, gender, religion, socioeconomics, culture, or academic achievement on a student's development or attitude. The classroom will incorporate additional resources for:

ELL Modifications

- Choice of test format (multiple-choice, essay, true-false)
- Continue practicing vocabulary
- Provide study guides prior to tests
- Read directions to the student
- Read test passages aloud (for comprehension assessment)
- Vary test formats

- Work with fewer items per page or line and/or materials in a larger print size.

504 and IEP Accommodations and Modifications

- Allow for redos/retakes

- Assign fewer problems at one time (e.g., assign only odds or evens)
- Differentiated center-based small group instruction
- Extra time on assessments
- Highlight key directions
- If a manipulative is used during instruction, allow its use on a test
- Opportunities for cooperative partner work
- Provide reteach pages if necessary
- Provide several ways to solve a problem if possible
- Provide visual aids and anchor charts
- Test in alternative site
- Tiered lessons and assignments
- Use of a graphic organizer
- Use of concrete materials and objects (manipulatives)
- Use of word processor

Gifted and Talented Modifications

- Alternate assignments/enrichment assignments
- Enrichment projects
- Extension activities
- Higher-level cooperative learning activities
- Pairing direct instruction with coaching to promote self-directed learning
- Provide higher-order questioning and discussion opportunities
- Provide texts at a higher reading level
- Tiered assignments
- Tiered centers

At Risk Modifications

- Additional time for assignments
- Adjusted assignment timelines
- Agenda book and checklists
- Answers to be dictated
- Assistance in maintaining uncluttered space
- Books on tape
- Concrete examples
- Extra visual and verbal cues and prompts
- Follow a routine/schedule
- Graphic organizers

- Have students restate information
- No penalty for spelling errors or sloppy handwriting
- Peer or scribe note-taking
- Personalized examples
- Preferential seating
- Provision of notes or outlines
- Reduction of distractions
- Review of directions
- Review sessions
- Space for movement or breaks
- Support auditory presentations with visuals
- Teach time management skills
- Use of a study carrel
- Use of mnemonics
- Varied reinforcement procedures
- Work in progress check

Formative Assessment

- Class Discussion
- Teacher Observations
- Written Activity

Benchmark Assessments

Skills-based assessment

Reading response

Writing prompt

Lab practical

Alternative assessments

Performance tasks

Project-based assignments

Problem-based assignments

Presentations

Reflective pieces

Concept maps

Case-based scenarios

Portfolios

Warm-Up

- Brainstorm 5!
- Learning Log
- Minute to Win it!
- Pair/Share
- So What?
- The DECA Connection

Anticipatory Set

- Notable Quotables
- Question of the Day
- Review Prior Lesson
- The "Retail Doctor" Blog
- Video Clip Presentation
- Vocabulary introduction

Closure

- Exit Card
- Journalize memorable learning/muddy points
- The DECA Connection

Summative Assessment

- Marking Period Assessment
- Quiz - Ethics in Selling
- Quiz - Ethics Vocabulary

- Unit Test - Business Risks and Ethics

Resources & Materials

- DECA Competitive Events Manual and Practice Materials
- DECA.org
- Marketing Essentials 2016 -student workbook & math practice book activities
- Marketing Essentials 2016 –textbook
- MBA Research LAP(Learning, Achievement, Performance) Packets & Activities
- The Bureau of Labor Statistics=https://www.bls.gov/ooh/
- The Job Hunter's Handbook
- The Marketing Teacher online textbook: Developing an IMC
- The Marketing Teacher online textbook: Project Management Made Easy
- The Marketing Teacher online textbook: Reputation Management resource for BOE
- The Marketing Teacher online textbook: The Double Win resource for BOE
- Various Business Magazines/Articles

Technology

- Calculators
- Google Chromebooks, Classroom, & various Google Applications
- Internet
- Large Electric Appliances
- Microsoft Office Suite 2016
- Personal Technology Devices
- Promethean Interactive Smartboard
- Remind Application
- Small Electric Appliances
- SQUARE Electronic Cash Register Terminal & Interface
- Surveillance Equipment

TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.
TECH.8.1.12.C	Communication and Collaboration: Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.
TECH.8.1.12.D	Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.
TECH.8.1.12.E	Research and Information Fluency: Students apply digital tools to gather, evaluate, and

use information.

TECH.8.1.12.F   Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.